

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) An apparatus comprising:
a processor;
a memory having stored therein computer executable instructions, that when executed by the processor, cause the apparatus to perform a method of:
receiving a video transmission;
morphing an interactive channel bug into the received video transmission,
~~wherein the morphing also allows the interactive channel bug to start flashing upon display;~~
transmitting the received video transmission with the interactive channel bug to a display device,
wherein the interactive channel bug is used to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services and wherein the interactive channel bug is used to facilitate voting for an option.
2. (Previously Presented) The apparatus of claim 1, wherein the interactive channel bug is a graphical object.
3. (Previously Presented) The apparatus of claim 2, wherein the graphical object includes an interactive video transmission channel branding logo.
4. (Previously Presented) The apparatus of claim 1, wherein the interactive channel bug is selectively morphed.

5. (Previously Presented) The apparatus of claim 1, wherein the interactive channel bug is a launching point for interactive services.

6. (Previously Presented) The apparatus of claim 1, wherein the interactive channel bug launches a functionality determined by a video transmitter or network operator, the functionality capable of changing over time.

7. (Previously Presented) The apparatus of claim 1, wherein the form of the interactive channel bug is to change to indicate the availability of new interactive services.

8. (Previously Presented) The apparatus of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with the video transmission.

9. (Previously Presented) The apparatus of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with a purchase of products or services.

10. (Currently Amended) A method for a display system comprising:
receiving a video transmission;
receiving an interactive channel bug;
morphing the interactive channel bug into the video transmission, ~~wherein the morphing also allows the interactive channel bug to start flashing upon display and wherein the~~
interactive channel bug is used to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services and wherein the interactive channel bug provides a rollout menu that includes hyperlinks to allow a user to select and access information via a packet switched network; and
transmitting the video transmission with the interactive channel bug to the display

system.

11. (Previously Presented) The method of claim 10, wherein the providing of the video transmission and interactive channel bug includes providing the interactive channel bug as a graphical object.

12. (Previously Presented) The method of claim 11, wherein the graphical object includes an interactive video transmission channel branding logo.

13. (Original) The method of claim 10, further comprising selectively causing the interactive channel bug to appear.

14. (Previously Presented) The method of claim 10, further comprising launching a functionality determined by a video transmitter, the functionality capable of changing over time.

15. (Original) The method of claim 10, further comprising indicating an availability of new interactive services by changing a form of the interactive channel bug.

16. (Previously Presented) The method of claim 15, further comprising indicating an availability of interactive services associated with the video transmission by the changed form of the interactive channel bug.

17. (Original) The method of claim 15, further comprising indicating an availability of interactive services associated with a purchase of products or services by the changed form of the interactive channel bug.

18. (Currently Amended) A non-transitory machine-readable storage medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

receiving a video transmission;

receiving an first interactive channel bug associated with a first content provider and a

second interactive channel bug associated with a second content provider;

morphing the first and the second interactive channel bugs into the video transmission, ~~wherein the morphing also allows the interactive channel bug to start flashing upon display and~~ wherein the first and second interactive channel bugs ~~is~~ are used to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services; and

transmitting the video transmission with the first and second interactive channel bugs to a display system and wherein the first interactive channel bug is replaced by the second interactive channel bug during a change of displaying content from the first content provider to content from the second content provider.

19. (Currently Amended) The non-transitory machine-readable medium of claim 18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: providing the first interactive channel bug as a graphical object.

20. (Currently Amended) The non-transitory machine-readable medium of claim 19, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: providing the graphical object as an interactive video transmission channel branding logo.

21. (Currently Amended) The non-transitory machine-readable medium of claim 18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: selectively causing the first interactive channel bug to appear.

22. (Currently Amended) The non-transitory machine-readable medium of claim 18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: launching a functionality determined by ~~a~~ the video transmission, the functionality capable of changing over time.

23. (Currently Amended) The non-transitory machine-readable medium of claim 18, further providing instructions, which if executed by the processor, causes the processor to

perform an operation comprising: indicating an availability of new interactive services by changing a form of the first interactive channel bug.

24. (Currently Amended) The non-transitory machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of interactive services associated with the video transmission by the changed form of the first interactive channel bug.

25. (Currently Amended) The non-transitory machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: indicating an availability of interactive services associated with a purchase of products or services by the changed form of the first interactive channel bug.

26-28. (Cancelled)

29. (Currently Amended) A method for providing interactive content comprising:
capturing and analyzing a video stream to locate a non-interactive video transmission bug;
determining a position of the non-interactive video transmission bug;
aligning an interactive bug over the non-interactive video transmission bug at the position without user intervention, wherein the interactive bug is configured to ~~facilitate an online poll~~ provide information related to available messages; and
displaying the interactive bug over the video transmission bug within the video stream.

30. (Previously Presented) The method of claim 29, further comprising: interacting with content using the interactive bug.

31. (Previously Presented) The method of claim 29, wherein the content is enhanced, interactive television (TV) content.